

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

<b>Applicants:</b>	Godoy et. al.	<b>Conf. No.:</b>	9088
<b>Serial No.:</b>	10/688,097	<b>Art Unit:</b>	2165
<b>Filing Date:</b>	10/17/2003	<b>Examiner:</b>	Ponikiewski, Tomasz
<b>Title:</b>	METHOD, SYSTEM AND PROGRAM PRODUCT FOR MANAGING CUSTOM DATA DURING AN ELECTRONIC PURCHASE	<b>Docket No.:</b>	END920030047US1 (IBME-0088)

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AMENDMENT AFTER FINAL

Sir:

**I. INTRODUCTION:**

In response to the Office Action mailed on December 7, 2006, Applicants propose to amend the above-referenced patent application as follows:

**Amendments to the Claims** are reflected in the listing of claims that begins on page 2 of this paper.

**Remarks** begin on page 8 of this paper.